MULTIMEDIA UNIVERSITY

STUDENT IDENTIFICATION NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2016/ 2017

BMK2824 – CONSUMER BEHAVIOUR
(DISTANCE EDUCATION)

11 OCTOBER 2016
2.30pm - 4.30pm
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This Question paper consists of 2 pages only (including cover page).
2. Answer **ALL** the questions.
3. The distribution of the marks for each question is given.
4. Please write all your answers in the Answer Booklet provided.

Answer ALL the questions.

QUESTION 1

What is consumer behaviour? Using a multistage Consumer Decision Process (CDP) model, describe how consumers in this market segment (young professionals) typically make insurance purchase decisions.

(Total 20 marks)

QUESTION 2

What is meant by a comprehensive consumer orientation? Discuss the THREE major methodological approaches that can be used by the marketers to study consumer behavior. Illustrate with examples.

(Total 20 marks)

QUESTION 3

Satisfying customers' needs must first begin with an understanding of what these needs are. Identify any FIVE different types of needs that motivate the customers and discuss with examples.

(Total 20 marks)

QUESTION 4

Consumer knowledge is the subset of the total amount of information stored in memory that is relevant to product purchase and consumption. Discuss why marketers have to understand the consumer knowledge when they want to develop a marketing strategy.

(Total 20 marks)

QUESTION 5

Companies can shape the consumers' opinions in order to enhance their chances of gaining consumers' business. Discuss FIVE tactics that are used by companies for shaping consumers' opinions.

(Total 20 marks)

End of page.